

Application No.: 09/505,914  
**Reply to Office Action of:** December 15, 2010

**IN THE CLAIMS:**

A complete set of the claims is included below, reflecting added subject matter (*underlining*) and deleted subject matter (*strikethrough*), as well as the current status of each claim. This listing of claims will replace all prior versions, and listings, of claims in the application:

1-96. (Canceled)

97. (Previously Presented) A transaction communication system for selectively enabling video communications through a communication system between members of plural groups, as buyer groups, each including at least one buyer, and as vendor groups, each including at least one vendor, wherein the vendors offer different products or services via the transaction communication system, for accomplishing electronic commerce transactions, comprising:

video display systems, at least one video display system for at least each of said one buyer for viewing of select still image video data relating to said one vendor, the video display system including video display terminals, the video display terminals including an input, at least one of said video display systems being capable of operating to provide the select video data at the video display terminal for said one buyer,

a dynamic, full motion video system for providing real-time video relating to at least certain vendors to certain of said buyers, said video system including at least one camera to provide an image of at least a representative of said vendor at the video display terminal for said one buyer,

an interconnect system adapted to selectively electronically couple the video display terminals for said buyers through the communication system on the basis of processing stored information and buyer input, and to permit the exchange of commercial transaction data of a select vendor between said buyer and vendor including an electronic mail message relating to the commercial transaction data, and

a video selection processor adapted to selectively couple said buyers via the transaction communication system to enable the buyers to view select video of said

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vendors, in a compatible mode to effect video communication said video selection processor being coupled to the interconnect system.

98. (Previously Presented) The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 97 wherein the video selection processor is coupled to a video codec of said buyer.

99. (Previously Presented) The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 97 wherein the form of communication is analog.

100. (Previously Presented) The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 97 wherein the form of communication is digital.

101. (Previously Presented) The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 100 wherein the digital communication includes digital video.

102. (Previously Presented) The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 97 further including an input system for actuation by buyers and vendors for interaction with said system, at least certain of said buyers adapted for utilizing an on-line service as a portion of said system.

103. (Previously Presented) The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 97 further including a storage memory for storing data on said members of said plural groups, including identification data relating to both buyer groups and vendor groups, commercial transaction data relating to at least certain members.

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104. (Previously Presented) The commercial transaction communication system for selectively enabling video communications between members of plural groups of claim 97 further including a control system to selectively interconnect said members of said plural groups, including at least certain of said buyers and sellers, said control system selectively providing transmission of dynamic, full motion video.

105. (Previously Presented) The commercial transaction system of claim 97 further including an audio system for provision of audio to said possibly interested buyer in combination with a high resolution still image.

106. (Previously Presented) The commercial transaction communication system of claim 105 wherein the audio system provides voice.

107. (Previously Presented) The commercial transaction communication system of claim 106 wherein the audio system provides real-time voice communication.

108. (Previously Presented) The commercial transaction communication system of claim 97 wherein the dynamic video system includes a camera associated at least with said vendor.

109. (Previously Presented) The commercial transaction communication system of claim 108 wherein the camera is adapted to image said vendor.

110. (Previously Presented) The commercial transaction communication system of claim 97 wherein the dynamic video system includes a video storage system.

111. (Previously Presented) The commercial transaction communication system of claim 97 wherein the system further includes a printer.

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112. (Previously Presented) The commercial transaction communication system of claim 97 wherein the dynamic video system includes a freeze frame capability.

113. (Previously Presented) The commercial transaction communication system of claim 97 wherein the dynamic video system includes a high resolution video capability.

114. (Previously Presented) The commercial transaction communication system of claim 97 wherein the dynamic video system includes real-time video.

115. (Previously Presented) The commercial transaction communication system of claim 114 wherein the dynamic video system includes two-way video.

116. (Previously Presented) The commercial transaction communication system of claim 115 wherein the real-time video is live person-to-person video communication.

117. (Previously Presented) The commercial transaction communication system of claim 97 further comprising:

a text system for provision of text data including commercial transaction data.

118. (Previously Presented) The commercial transaction communication system of claim 97 wherein the commercial transaction data includes product identification data.

119. (Previously Presented) The commercial transaction communication system of claim 97 wherein the commercial transaction data includes order data.

120. (Previously Presented) The commercial transaction communication system of claim 97 wherein the commercial transaction data includes purchase order data.

121. (Previously Presented) The commercial transaction communication system of claim 97 wherein the text data includes alphanumeric data.

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122. (Previously Presented) The commercial transaction communication control system of claim 97 wherein the identification data is obtained for at least certain of said members from said on-line computer service.

123. (Canceled)

124. (Canceled)

125. (Previously Presented) The commercial transaction communication system of claim 97 wherein the plural groups includes at least one potential buyer and a plurality of vendors.

126. (Previously Presented) The commercial transaction communication system of claim 97 wherein the plural groups includes at least one vendor and a plurality of potential buyers.

127. (Previously Presented) The commercial transaction communication system of claim 97 wherein the plural groups includes a plurality of potential buyers and a plurality of vendors.

128. (Previously Presented) The commercial transaction communication control system of claim 97 further including an image storage system for storing images for provision to said buyer.

129. (Previously Presented) The commercial transaction communication control system of claim 128 wherein the image storage includes still images.

130. (Previously Presented) The commercial transaction system of claim 97 further including an inventory control system.

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131. (Previously Presented) The commercial transaction system of claim 130 further including a notification prevention system when said inventory control system indicates that the product or service is unavailable.